

# **RJ REYNOLDS**

TOBACCO COMPANY

*FILE COPY*

J. Campbell  
Promotional Coordinator

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June 19, 1997

S. Schwalm

**McLane NE: Salem Tear Tape**

Hi Sharon,

Here it is!! Some things to note (Chain Authorizations will be mailed):

1. I have ordered 80 Cases per brand style for July (and again for August). However, our current McLane Customer List only requires 71 cases per brand style. Therefore, as discussed, 9 cases need to be stamped by McLane for 'NY State' and will have to be worked through (*by you - sorry*).
2. Retail Accounts missing McLane Supplier numbers are included in the 71 cases - so, depending upon how many missing Supplier numbers remain, there may be additional quantities for those accounts you are unable to obtain Supplier Numbers for. (I calculate a total of 2.5 cases per brand style without Supplier Numbers)
3. Our original allocation for McLane NE for this promotion was 99 cases each style for each drive period (July and August).  
I am 'holding' 19 cases each for July and August as a result of 'Country Fair' non-participation at this time.

**Attachments Include:**

- McLane Letter (below)
- McLane Excel Customer List (consists of two separate worksheets: a 'Summary' of all participating chains and the 'McLane Store List' file). Also note that this Customer List contains those accounts that are missing McLane Supplier #'s (they have a '0' for McLane #).
- Retail Letter (to be shipped with Displays)
- Missing McLane Supplier Numbers Excel File (taken from the Customer List to make it easier to obtain missing numbers).

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610  
/jc  
cc: S. MacLeod

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